

QR Codes

QR code is a type of matrix code (a two-dimensional way of representing information) that can store up to 4,296 alphanumeric characters. QR Codes can be used to display text, to add a vcard contact to your mobile device, to open a URL or to compose a text message or email. In order to decode the information, you must use a QR scanner. Many cell phones have built-in or downloadable scanners that will decipher QR code. You can generate and print your own QR Code for others to scan and use by visiting one of several free QR Code generating sites.

QR Code Generators:

<http://qrcode.kaywa.com/> (this generator does not incorporate extra white space around the border)

<http://zxing.appspot.com/generator/>

RL-QR



HOW TO SHOP FROM YOUR PHONE

VISIT
M.RALPHLAUREN.COM
ON YOUR PHONE'S BROWSER
OR SCAN THE CODE ABOVE:

1. TEXT RLQR4 TO 23800 OR VISIT M.RALPHLAUREN.COM
2. DOWNLOAD THE READER TO YOUR PHONE
3. SCAN ANY RL-QR CODE TO SHOP INSTANTLY

STANDARD RATES APPLY

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2008

INTRODUCING A NEW ERA
IN MOBILE TECHNOLOGY

RALPH LAUREN PRESENTS
SHOPPING RIGHT FROM YOUR PHONE
VISIT M.RALPHLAUREN.COM OR SCAN OUR RL-QR
CODE TO SHOP THE US OPEN COLLECTIONS, READ
RL MAGAZINE STORIES AND WATCH RLTV VIDEOS

QR code used to read articles, watch videos, and shop right from your phone.



QR code used to watch a movie trailer.

IS YOUR FINANCIAL RELATIONSHIP SUFFERING
FROM A LACK OF COMMUNICATION?

MAKE A CHANGE FOR THE GOOD.

TIAA-CREF offers you personal advice tailored to your goals and life stage. And now we're tailoring the ways you can access this advice based on the technology you use the most. Easily connect with one of our noncommissioned advisors* for customized, objective advice by scanning this QR code. Or visit tiaa-cref.org/connect

For more ways to connect with TIAA-CREF, follow us on Twitter, connect with us on Facebook and explore our iTunes podcasts. Or you can always just give us a call at 800 301-3538.



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access customized,
objective advice. Or visit
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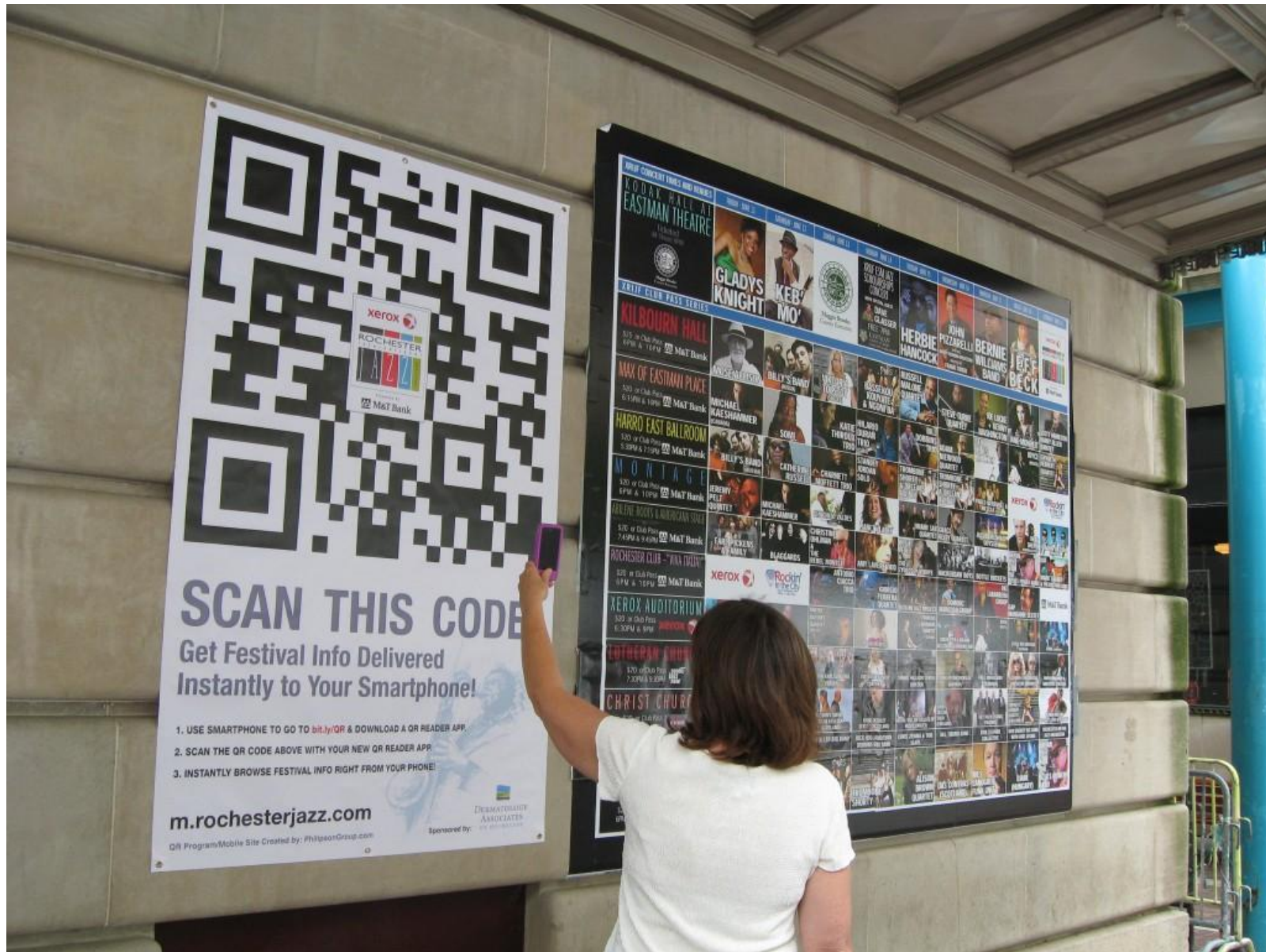


FINANCIAL SERVICES
FOR THE GREATER GOOD®

QR code used to go to a website.



QR code used in Pepsi marketing campaign.



QR code used to provide event information.

My Name in Binary

	M	i	c	h	e	l	l	e
2^0	0	0	0	0	0	0	0	0
2^1	1	1	1	1	1	1	1	1
2^2	0	1	1	1	1	1	1	1
2^3	0	0	0	0	0	0	0	0
2^4	1	1	0	1	0	1	1	0
2^5	1	0	0	0	1	1	1	1
2^6	0	0	1	0	0	0	0	0
2^7	1	1	1	0	1	0	0	1

01001101 01101001 01100011 01101000 01100101 01101100 01101100 01100101

QR Code Plan

	M	i	c	h	e	l	l	e
2^0	0	0	0	0	0	0	0	0
2^1	Michelle Krummel	August Peacocks	"Love is the seventh wave." ~Sting	http://www.startrek.com/	http://mathworld.wolfram.com/	http://www.henri-matisse.net/	http://www.youtube.com/watch?v=eAfyFTzZDMM&ob=av2e	http://www.alexband.net/
2^2	0	http://mrskrummel.com/images/photos/michellette	http://mrskrummel.com/images/photos/kurtmichelle	http://www.fox.com/glee/	http://mrskrummel.com/images/photos/grilledpizza	http://en.wikipedia.org/wiki/David_(Michelangelo)	"Beloved, let us love one another, for love is of God, and everyone who loveth is born of God and knoweth God." 1 John 4:7	http://www.raylamountagne.com/us/home
2^3	0	0	0	0	0	0	0	0
2^4	http://mrskrummel.com	http://mrskrummel.com/images/photos/love-ambigram	0	http://www.amazon.com/Clan-Cave-Bear-Jean-Auel/dp/060961097X/ref=tmm_hrd_title_0	0	http://www.gmu.edu/	http://www.worldofwarcraft.com	0
2^5	http://mrskrummel.com/images/photos/michelle	0	0	0	http://en.wikipedia.org/wiki/Srinivasa_Ramanujan	http://towson.edu/	"It's love that keeps us alive when we're broken down inside." ~ Alex Band	http://www.joshuaradin.co.uk/
2^6	0	0	"What lies behind us and what lies before us are tiny matters compared to what lies within us." ~Ralph Waldo Emerson http://www.poetry-archives.com/s/the_indian_serenade.html	0	0	0	0	0
2^7	http://www.facebook.com/michellekrummel	http://mrskrummel.com/images/photos/randee	http://www.poetry-archives.com/s/the_indian_serenade.html	0	http://mrskrummel.com/images/photos/sockmonkeys	http://www.noh8campaign.com/	0	http://www.davidgray.com/

